

**FOR  
MODERN-  
MINDED  
PEOPLE**



**THE NEW  
DEVELOPMENTS IN  
OIL HEAT  
AND  
SOME MODERN IDEAS OF  
HOUSE HEATING IN GENERAL**

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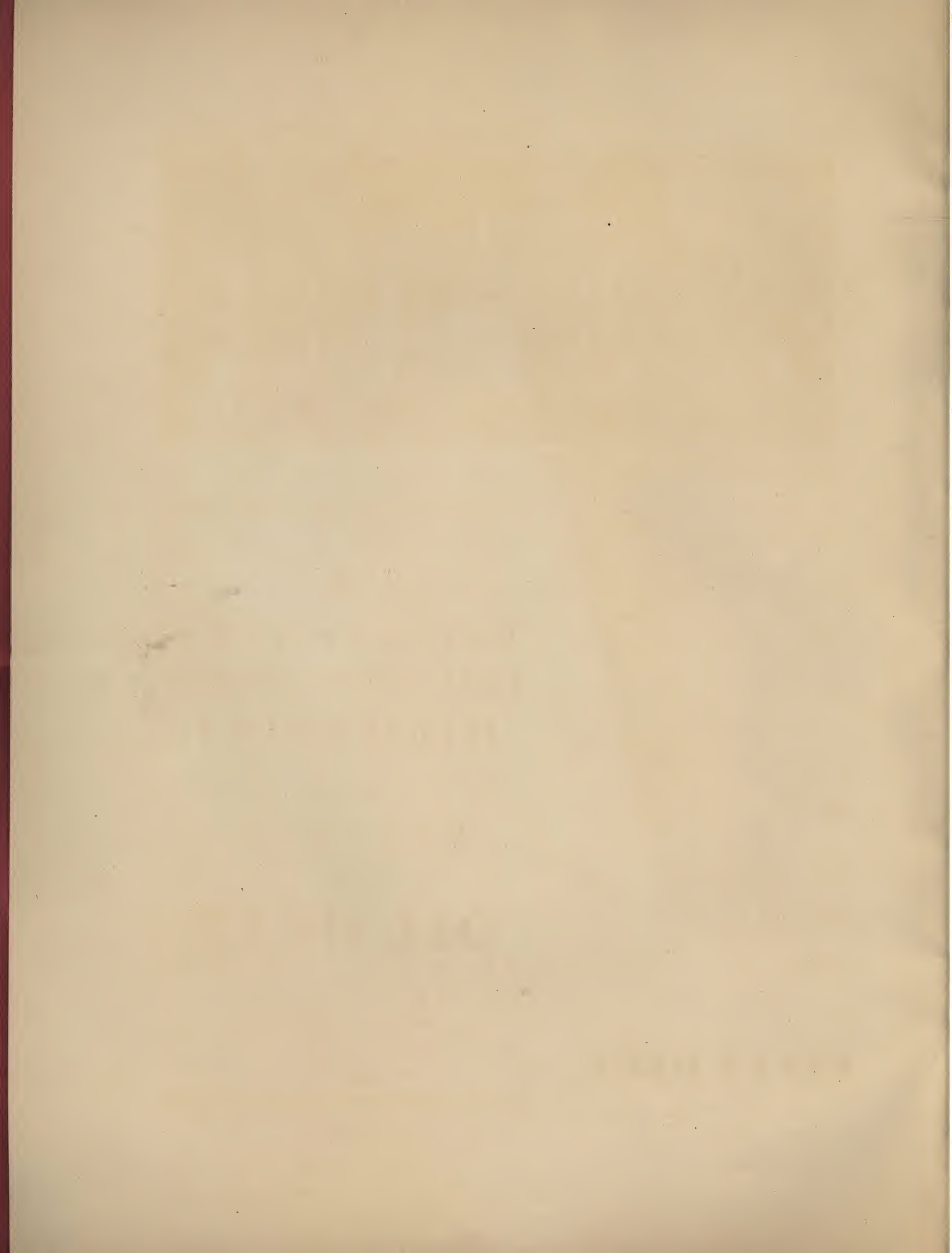
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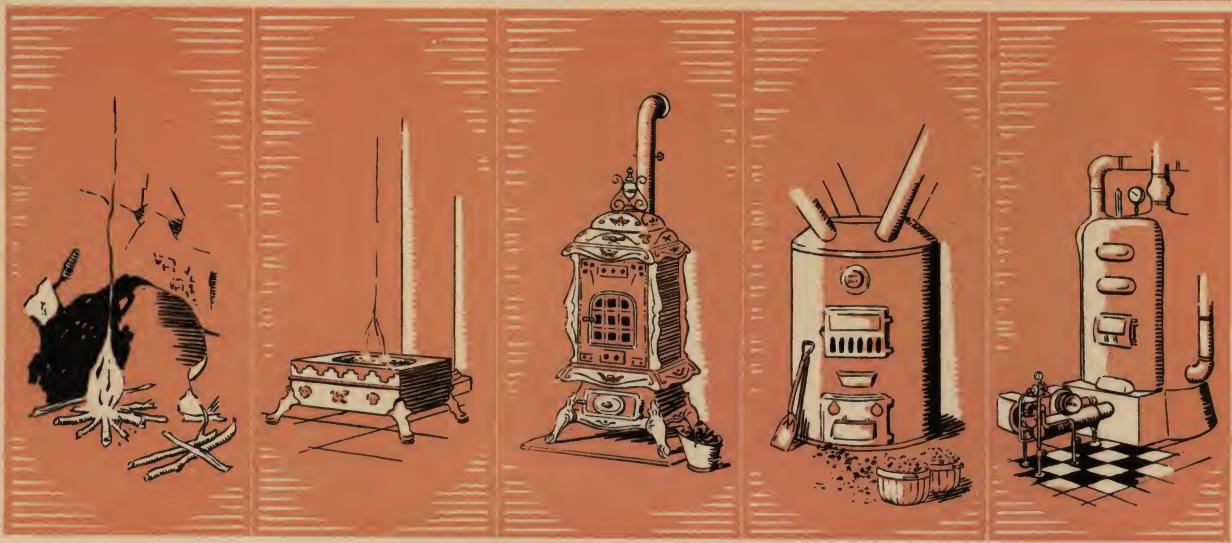
Alan O'Bright



# **KLEEN HEET**

Copyright, 1929  
Winslow Boiler & Engineering Co.  
Chicago, Illinois





**A**  
**DEVELOPMENT**  
**THAT IS CALLED THE**  
**HIGH POINT**  
*in the*  
**PROGRESS**  
*of*  
**OIL HEAT**

With some comment on the  
common sense modern view  
of this interesting subject

**KLEEN HEET**

Winslow Boiler & Engineering  
Company, Chicago, Ill., U. S. A.





**THIS IS THE MUCH TALKED ABOUT**  
**"805" KLEEN-HEET**

Fully automatic - - - positive electric ignition - - - utterly quiet in operation - - -  
 no radio interference - - - size and shape of flame controllable to *fit* any fire-box - - - of  
 adequate capacity for any heating plant having from 600 to 6,800 square feet of steam load,  
 by use of special *Kleen-Heet* control tips and nozzle-stems (72 variations!) - - - burns 28  
 degree (Baume), or lighter fuel. - - - Listed as standard by Underwriters' Laboratories.

Made by the Winslow Boiler & Engineering Company.



# THE NEW COMMON-SENSE ABOUT OIL HEAT



*What it will do, and what it  
will not do, for your comfort*

**Y**OUR car today is a much finer vehicle than was the car of five years ago. Automobiles have developed a great deal, of course. Radio has developed even more sensationally.

There has been remarkable development of all the wonderful household appliances that add to the comfort and convenience of modern living.

Oil heat has not lagged behind. Its development has been steady — the natural progress experience brings in any line. And from its very beginning, oil heat has provided comfort that coal heat simply cannot provide. The Kleen-Heet “805” splendidly illustrates this steady development. It has come directly from years of successful experience in heating many thousands of homes and other buildings in every part of the country.





# WHAT

**T**HIS is not a technical book. It does not attempt to go into all the mechanical details of oil burning devices, of combustion, and other technical matters.

Instead, its purpose is to sketch briefly, for your information, the developments which have been made in automatic oil heat for homes. Just as automobiles, washing machines, vacuum sweepers, radio sets, and other modern conveniences have improved—so have automatic oil burners. And it is probable that you will be interested in this modern development, just as you are in the others that make homes more comfortable, or people happier.

Oil burning, you know, was developed by and for those who felt the need for something better than coal and wood burning. It first became practical to heat homes with oil, using automatic temperature control, back in 1920, when engineers of the Winslow Boiler & Engineering Company put their first *Kleen-Heet* on the market.

That doesn't seem so long ago in many ways, yet it was a long time ago—in the light of development that has been made in *Kleen-Heet* and other good automatic oil burners.

All along, those who really wanted something better for the heating of their homes have found that oil burning provided it. Coal and wood are all right as fuel—and we who make oil burners really have no fight with them. They will burn, and produce heat.

But burning oil in a good reliable burner goes a little beyond just that.

You have doubtless heard, many times, the advantages of oil burning. How it ends furnace watching. How it eliminates building fires. How it



# PRICE COMFORT?

does away with cold rooms in the morning—or when sudden cold snaps come. How it goes on keeping the house warm even when you happen to be away. How it ends the need to haul ashes away, to shovel coal, and to have your basement filled with coal and ashes and kindling and all the rest of it.

It's just a matter of how much comfort you want. Of how concerned you are to have your home as modern—inside and out—as you can.

Those who just want something that will transport them from place to place can get along splendidly with small, and rather uncomfortable automobiles. But, as their desire for comfort and pleasure dictates, they can have their choice of better cars. This is true of many other things. A home can be kept fairly clean with broom, dust-pan, and dusting cloths—or you can do it somewhat better and a lot more easily with a modern vacuum sweeper. An old-style one-tube set—or even a crystal set—will bring in radio programs; but you can enjoy *better* programs or *more* programs with a more modern set.

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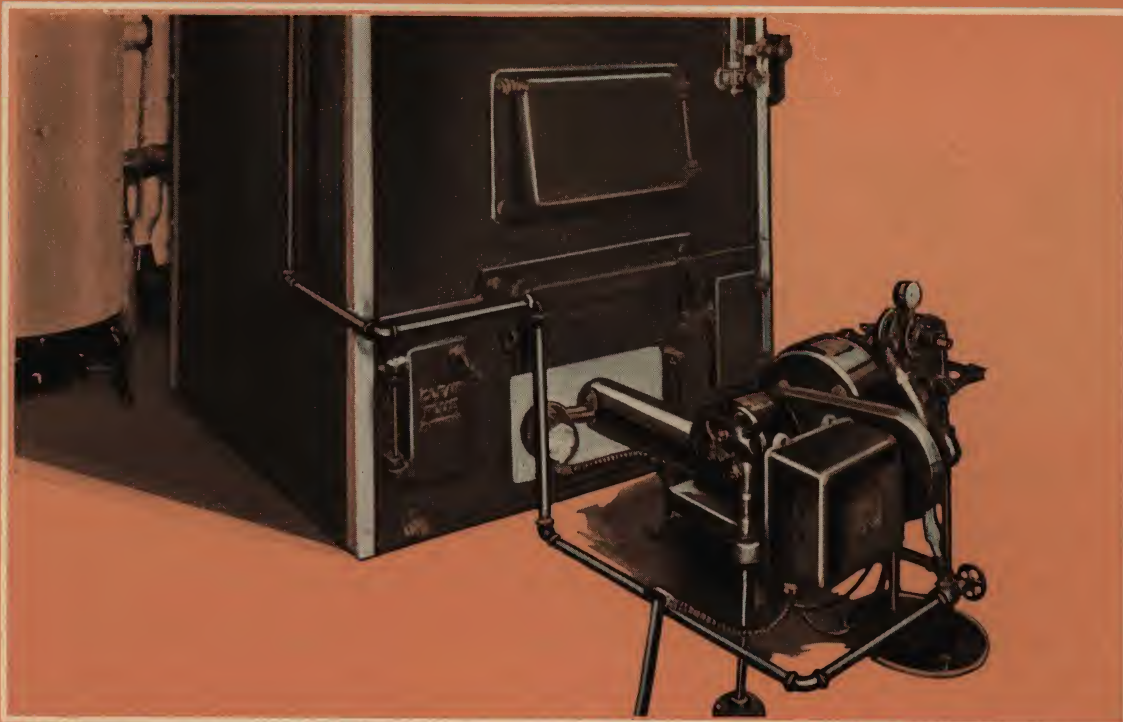
A  
difference in Oil  
Heat's favor

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In the comparisons of the small car with the larger, of the broom with the vacuum sweeper, of the old-style radio set with the modern one, there is always a pretty big price difference that you must pay for the better performance.

For that reason these illustrations are not wholly accurate comparisons of old-style heating methods with the modern. For, as between





The beautiful residence of A. E. KISCHEL, 2119 East Lake of the Isles Boulevard, Minneapolis—heated with “805” *Kleen-Heet* installation shown above



coal and oil burning, there is very little cost-difference, if any. Some homes cost a little more to heat, with oil, than with coal. Some cost almost exactly the same. In some, oil heat actually costs less.

It's so easy to have all the heat you want, when you want it, with oil, that many families find themselves "using" more heat, when oil is the fuel, than they would if coal were being burned. With no fires to build, they enjoy heat on days when the coal-heated home just "puts up" with chilliness. But, even so, the difference in cost is very, very small.

No one can estimate this in advance for you. But from all the figures there are available—cost records kept, for instance, by a great many *Kleen-Heet* owners—it is conservative to say that your yearly heating costs

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Health  
is a big factor

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will not be increased, and may actually be decreased.

If you will put it up to him, your doctor can give you one of the greatest arguments in favor of good reliable oil heat, with automatic temperature control.

That argument is health.

For doctors know that changes in temperature—during the months when outdoor temperatures are low and indoor temperatures high—are bad for human bodies. That is, if you sit in a room which is really too hot during, say, the early part of the evening, and too cool along toward bedtime—your body has to spend vitality adjusting itself to the changes in temperature. Over-heating saps vitality just as much as under-heating.

With vitality as with money, the more you spend the less you have. And vitality is what helps us resist disease. That, briefly, is the health-reason for automatic oil heat as against the older methods.

Because with *Kleen-Heet* your room temperatures are kept constant. Fluctuations of one degree up or down are all that can occur.

And then too it is easy to see how clean air, without dust and smoke to breathe, is better for throats and lungs, during the months when so much time is spent indoors, and most illness occurs.



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Today's  
ideas are sensible

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A good oil burner is, after all, a mechanical device—made just as carefully, exactly and skillfully as modern engineering knowledge can devise. It is made to do just one thing: *heat your home*.

Now, if it is a good burner, it will do this very well, indeed.

But some laughable ideas once prevailed, about what an automatic oil burner could and should do. It is unfortunate that less experienced makers may have helped give people these ideas.

One was that you just installed a *So-and-So* oil burner—after which, forever and forever, you simply forgot all about your furnace and heating plant.

Today, when years of very successful heating of homes with oil have become a matter of history, the ideas come around to a more common-sense basis. People realize that even the finest automobile must have *reasonable* attention. That even the finest radio set must occasionally be looked after. That even the best vacuum sweeper will need some service now and then, to keep it doing its best work.

The same thing is, of course, true of good oil burners. But that presents no problem in particular.

These years have brought sound development—in oil burners as in everything else. Manufacturers who could not keep up with the advance went out of business. Those who cannot keep up with it, today, will have to drop out.

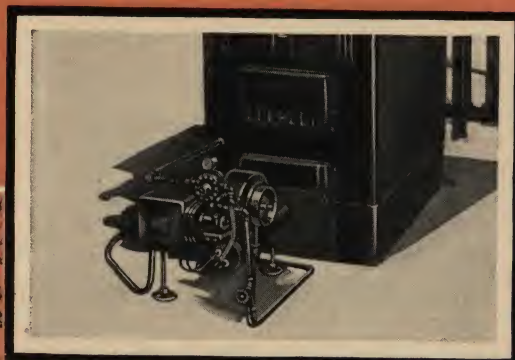
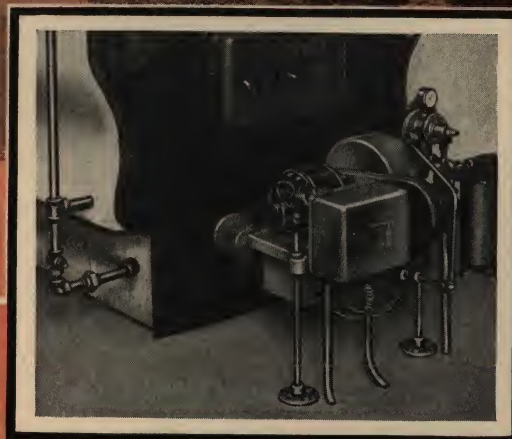
The makers of *Kleen-Heet*, happily, have been able to advance steadily—as experience brought increasing knowledge.

And, realizing that even the most perfect mechanical device must have the attention necessary to keep it operating at top efficiency, they have bent every energy toward making *Kleen-Heet* as simple, as easily cared-for as possible. They have provided for the very minimum of attention on the part of the owner. And in addition have assured that owner a skilled and capable, permanent organization, *in his own locality*, to take over the responsibility of seeing that the burner is *always* in its





Residence of JOHN CHAUDRON, Park Heights Avenue, Baltimore, Md. (above)



Charming W. G. PATTERSON  
Residence, South Wood Road,  
Birmingham, Ala. (below)





best operating condition. That is true in your locality. It is true in every locality where *Kleen-Heet* installations are made.

This is true of every good automatic oil burner. *It should certainly be true of any you might consider!*

‘ ‘ ‘ ‘

Such is the modern and sensible conception of heating homes by oil. There are other good burners besides *Kleen-Heet*. There are also some of which that cannot be said.

*Kleen-Heet* happens to hold rather a prominent place in the oil burner industry—both as to “experience” (the number of years during which it has been successful), and as to the number of new purchasers who yearly select it. Chicago is the “home” of the oil burner industry, as Detroit is of the automotive. In Chicago, *Kleen-Heet* is overwhelmingly the choice of home-owners—with far more *Kleen-Heet* installations than of any other, and with a far greater number of new *Kleen-Heet* installations being made yearly than of any other burner. The same condition exists through the country, pretty generally.

That is a bit of information which you might well bear in mind, in giving serious consideration to an oil burner for your home. It is given here only for that purpose.

The whole matter comes down to this: shall your home be as modern and comfortable as modern advances can make it? Shall you enjoy, *this* winter, the advantages that the years have brought?

Once these questions are answered in your own mind, the rest is simple. By telephone, personal call, postcard or letter, get in touch with your local *Kleen-Heet* representative—whose name and address appear upon the back cover of this book. Compare what you learn about *Kleen-Heet* with what can be learned about other good burners. Then decide the case upon its merits.



**A**  
**STRAIGHTFORWARD NON-TECHNICAL**

**RECITAL OF FACTS**

*about the*

**“805”**

**KLEEN-HEET**



*In simplicity and in efficient operation  
it has honestly won its place as the  
high point in oil heat development*

**B**ELIEVING that mechanical details are of interest only to engineers, we do not here attempt to give them.

An outstanding fact about the “805” *Kleen-Heet* is its simplicity of construction—and its simplicity of operation. There are no complex parts or adjustments.

Another outstanding fact is its quietness in operation. It is, actually, the quietest burner of which we know, or can learn. The noise of necessary air-supply and combustion has been *eliminated—not just “subdued.”* A person with average keenness of hearing must stand very close to the burner, and listen carefully, to tell—by the sound—whether it is in operation or not.

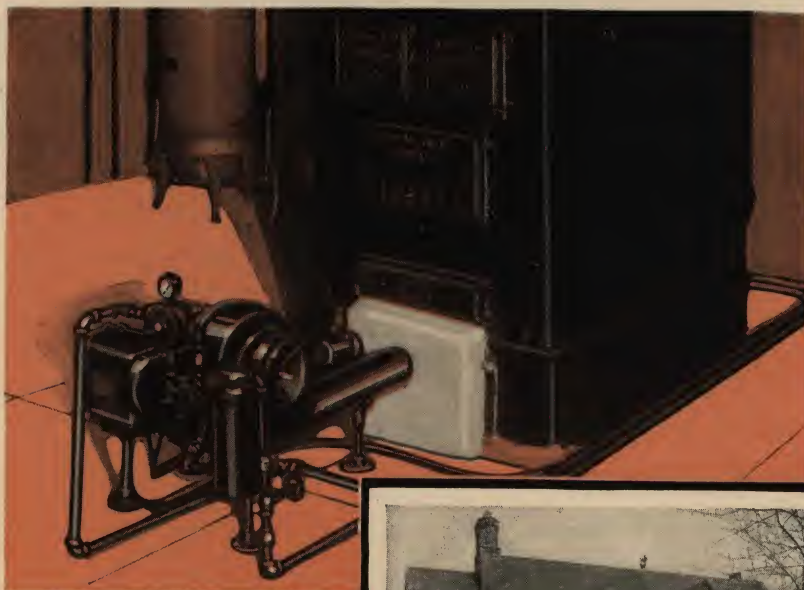
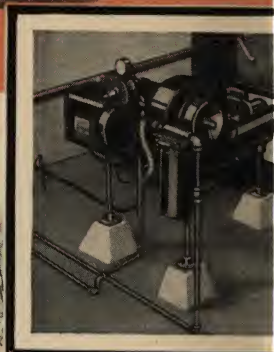
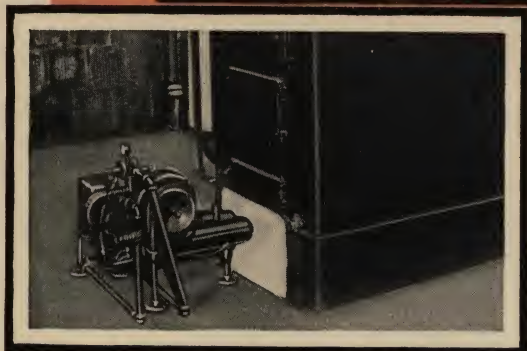
It is, of course, fully automatic. The flame is on only when a one-degree lowering of temperature in the rooms above has been communicated by the thermostat—and heat is required to maintain the desired temperature. When this heat has been supplied, the flame is automatically withdrawn.

Electric ignition is employed to make this intermittent burning positive. It is very simple, requiring no magneto or coil box. It in no way interferes with radio reception.

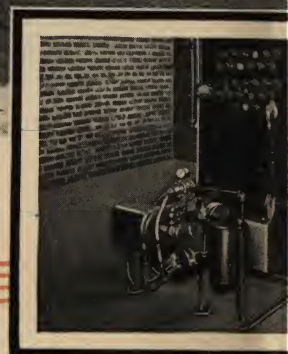
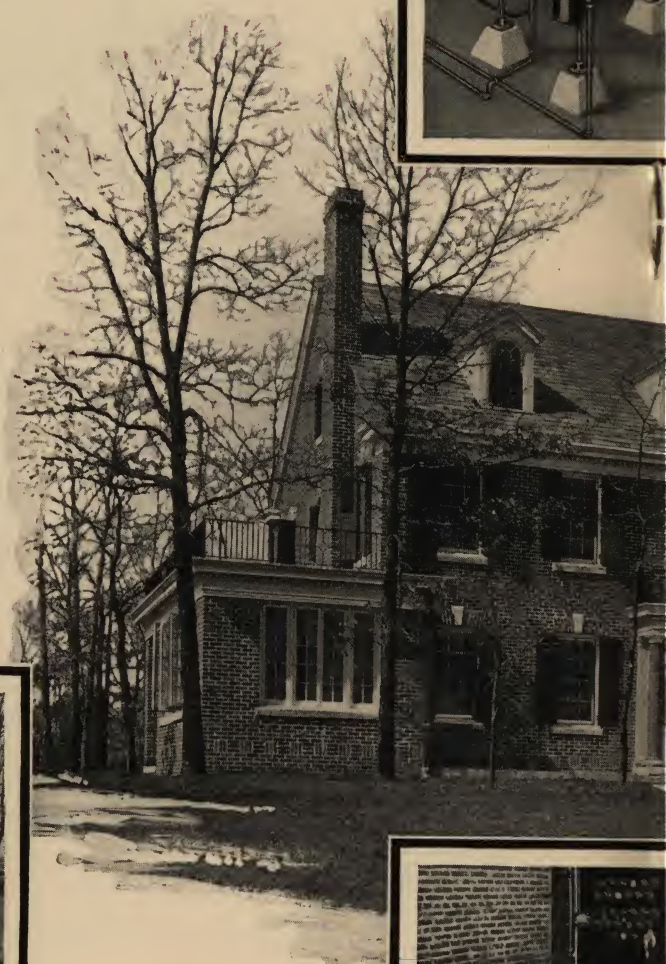




Residence of B. F. MOORE, JR.,  
Forrest Glenn, Birmingham,  
Alabama. (above)



Modern installation of  
"805" Kleen-Heet in the  
beautiful home of C. W.  
FREES, secretary - treas-  
urer of the Curtis Mfg. Co.



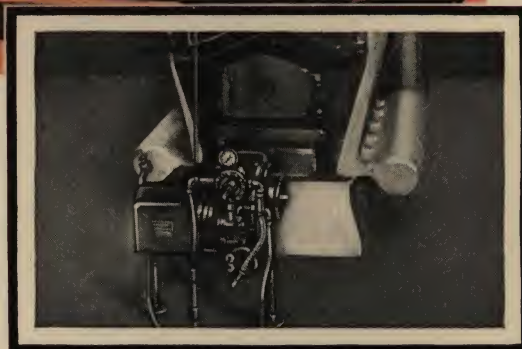




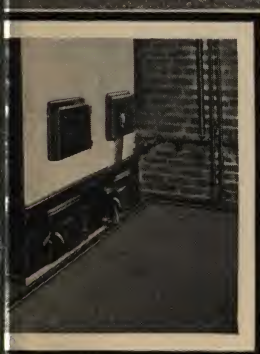
Residence of H. A. JACOBSEN, 4103 Perry Way, Sioux City, Iowa (above)



Home of T. B. STACKHOUSE, 1511 Laurel St., Columbia, S. C. (above)



This charming residence is Kleen-Heeted, the home of MRS. JOHN F. SMITH-DEAL, Winston-Salem.



"805" Kleen-Heet installation and magnificent residence of M. H. McCLOSKEY, Merion, Pa.



A cheaper grade of fuel is used by this "805" model than has been customary, for this type of automatic oil heat, in the past. It is burned with high efficiency—that is to say, the natural wastes in burning *any* fuel have, in this burner, been reduced to a minimum. Another way of

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Flame  
is actually  
fitted to fire-boxes

---

saying it is that you get a very high dollar's worth of heat for every dollar invested in fuel.

There are, as you perhaps know, countless different sizes and shapes of "fire chambers" in the numerous types of furnaces and boilers. Square, round, oblong, even oval.

To get highest possible efficiency from the flame that supplies the heat, it has been recognized that the flame itself should fill the fire-box as completely as possible.

To shape and control *the size of a flame* is, therefore, important. This has been done in the designing of the new "805" model. By use of nozzle-tips and nozzle-stems—which permit 72 distinct variations of flame-shape and volume—this is simply and positively accomplished.

Evidence of this and of the great simplicity of this advance in oil burner construction is the fact that this one model is capable of providing adequate heat for any heating plant with a total steam-load capacity anywhere between 600 square feet and 6,800! (Getting a trifle technical,

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A sharp  
reduction in price for  
automatic oil-heating  
equipment  
of this character

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here, but the technical fact tells another fact which is not technical: *the fact of common sense and beneficial progress in oil heat.*)

It is natural, it is logical, that advancements in the simplicity and efficiency of oil heating equipment should bring, also, reasonable reductions in the investment required to possess this modern comfort. Precisely *this* has happened.

In price the "805" *Kleen-Heet* is substantially lower than has been possible for equipment of this character, at any time in the past.

It is not a cheap oil burner. On the contrary, this burner was specially designed to meet the needs and desires of those who really want the best equipment they can buy. But to these people it offers the sort of heating comfort and efficiency they want—the kind of equipment they desire—at a lower price than past cost-standards permitted.



## **SPECIALLY DESIGNED AND BUILT FOR**

Large homes and residences (or smaller homes where the very finest of modern heating equipment is considered desirable)

Apartment Buildings	Greenhouses
Hotels	Factories
Hospitals	Offices
Churches	Stores
Schools	Other Public Buildings
Theaters	

—*in fact*, any building with a heating-plant of from 600 to 6,800 square feet steam-load capacity.

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### **A word about the installation of an oil-burner**

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It is perfectly possible and practical to change from coal heat to oil heat, even during cold weather. Preliminary work is done without in any way disturbing your ordinary heat. The final switch is carried out in an hour or two—with no distress to any one, with no real interruption in the heating of rooms.

All *Kleen-Heet* installations are made by competent, factory-trained men. Nothing is left to guess-work, or individual opinion. Each feature of the installation is the direct result of long and successful experience. The men who do the work not only know *what* they are doing, but *why* they are doing it, and what the results will be. This is mentioned because, obviously, it is important.

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### **Other *Kleen-Heet* models meet every possible heating-need**

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Another important development in oil heat has been the perfection of the new *Kleen-Heet* “Challenger” model—a burner for small homes.

It is within the reach of very modest purses. In price the lowest of the reliable, better-grade burners on the market. It is a quiet, simple, and economical little burner—beautiful in its accuracy of design and construction.

For any small home it provides adequate heat in any kind of weather.



For homes somewhat larger, and for small apartments, the *Kleen-Heet* "GJ" Model is widely preferred. It is a burner of medium price, with a long and splendid record for efficiency and reliability.

‘ ‘ ‘ ‘

There is a very sound reason why *Kleen-Heet* has a model for each different "field" or range of heating. That reason is the same as the reason which has produced many different sizes of furnaces and boilers. It is clear that you could not use a burner that would be efficient in heating a small bungalow to heat, also, a great apartment building—a factory—or even a huge home.

In their engineering work, in their installing and caring for oil burners, the makers of *Kleen-Heet* have rigidly adhered to a policy of common sense and absolute frankness. There is no magic to oil-heat comfort; no impossible miracles should be looked for in an oil burner.

Oil heat should be looked at in precisely this same way by any man or woman considering it. Facts should be secured about the several other good burners, as well as about *Kleen-Heet*. Judgment should be made on facts—and we do not mean technical facts, but the plain common sense facts as to what this or that burner will contribute to the comfort of human beings.

So considered, an investment in oil heat is no more uncertain than the purchase of a good automobile. There is nothing experimental about it—nothing in the nature of a speculation. *It is significant that people who have once enjoyed good oil heat never—for any reason—go back to coal burning* (although they may, when possible, change to a more advanced, efficient type of oil heat).

THE WINSLOW BOILER & ENGINEERING COMPANY

New York

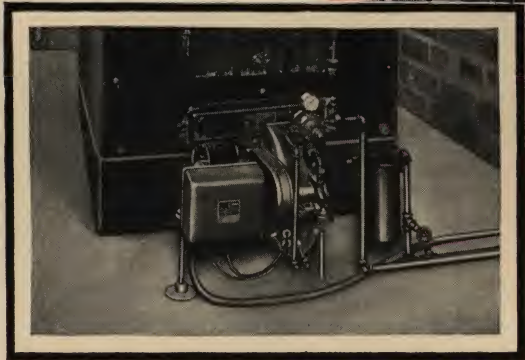
CHICAGO

Galesburg, Ill.

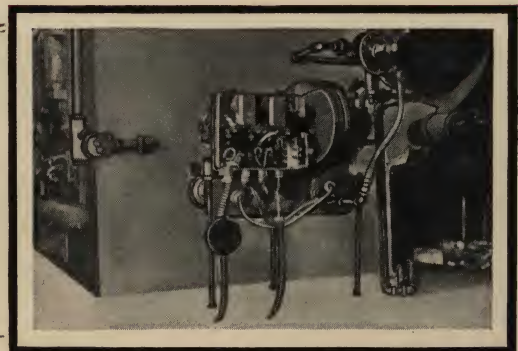
## KLEEN-HEET

has consistently been, for many years, the choice of more home-owners than any other automatic oil burner

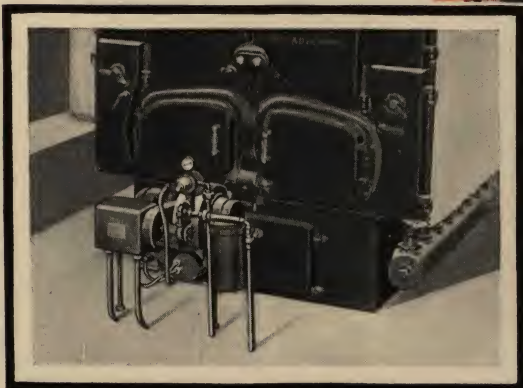




Sales-rooms and Filling-station of the  
McGOWAN TIRE COMPANY, Sioux City, Iowa.



Modern new Vanderberg Apartments,  
Larchmont, N. Y., and "805" Kleen-Heet

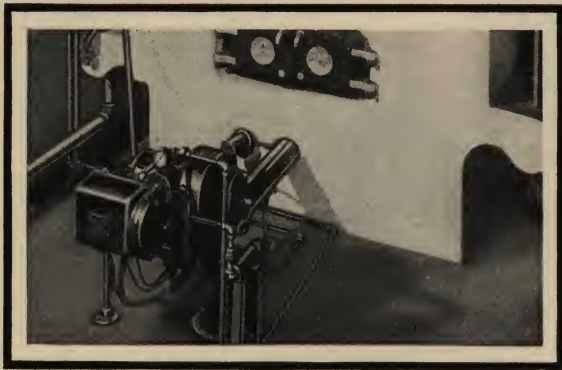
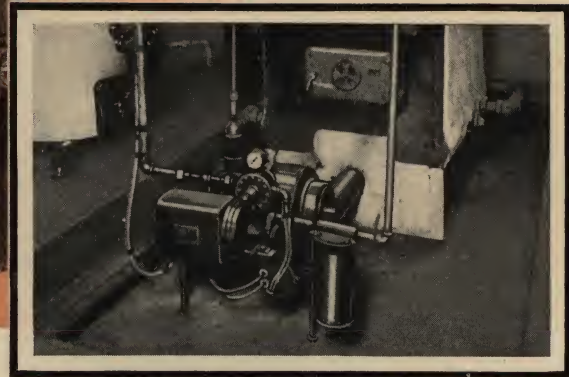


CADILLAC-LA SALLE sales-room and  
service station, Hempstead, L. I., N. Y.





A beautiful and modern Chattanooga, Tenn., residence, with its "805" *Kleen-Heet*.



St. Joseph School and Rectory, Cohoes, N. Y.  
These church buildings have *Kleen-Heet*



Home of Major F. C. FIELDS, 3021 W. Coulter Street, Germantown, Pennsylvania.







## **SOME QUESTIONS TO ASK YOURSELF ABOUT THE HEATING OF YOUR HOME**

*This self-quiz is submitted merely as an aid to wise consideration of oil heat in general, or of any given kind of oil-heating equipment*

*Does my present heating-plant adequately safeguard the health of my family during the months when most sickness occurs?*

It is definitely known that temperatures too high are as great a drain upon vitality as temperatures too low. And that frequent changes of temperature put a heavy tax upon vitality. Rooms too hot, too cool, or many changes of temperature *lower vitality*. And it is upon vitality that we depend to ward off ills. A chief advantage of good automatic oil heat is that room temperatures cannot vary from the health-and-comfort levels you desire. This is thermostatically controlled, by setting a little lever with your finger-tip.

*Do smoke, soot, dust from coal and ashes, foul the air we breathe?*

The condition of the walls and draperies in your home, at the close of the heating-season, will answer this. A definite economy in favor of good oil heat is the marked reduction of decorating and cleaning costs. But this is, of course, negligible compared with the benefits of purer, cleaner air in the home.

*Is it worth what we pay to have our furnace "tended"?*

If you hire it done, just *what* do you really get for your \$20 or \$25 a month? If you and your family attend to it—are *your time and strength less valuable than a furnace-man's*? In short, do you get *full value* from each of these additional "heating dollars"?



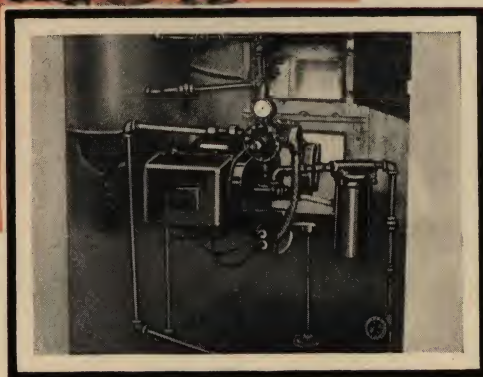


Another of Chattanooga's modern homes with its "805" *Kleen-Heet* installation.

Charming home of EDWARD H. SCHOPP, University Hills, St. Louis.



Still another entry from Chattanooga—a city of unusually fine homes.





*If we were buying a new home would we consider one that did NOT have good oil heat?*

By the same token, would your present heating plant be a help or a handicap—in case you wanted to sell your home? In other words, is your heating plant as modern as the rest of the conveniences you and your family enjoy?

*How much do I really know about the oil heat of today?*

Have you actually seen such modern developments as the “805” *Kleen-Heet*? Talked with people who own this great burner—or some of the other good ones? Have you ever had an expert installation man look over your present heating-plant, and give you an honest opinion as to its suitability for automatic oil heat? Do you realize that no *Kleen-Heet* installation, for instance, is ever made unless efficient operation can be guaranteed? In short, are you as up-to-date in your knowledge of oil heat as in your knowledge, say, of automobiles—or radio? Do you realize that your local *Kleen-Heet* people can and will be happy to arrange for you to talk with *Kleen-Heet* owners of the neighborhood, to see actual installations in homes, to study actual *Kleen-Heeting* cost-figures? And to help you make thorough analyses and comparisons of other good oil heating equipment?

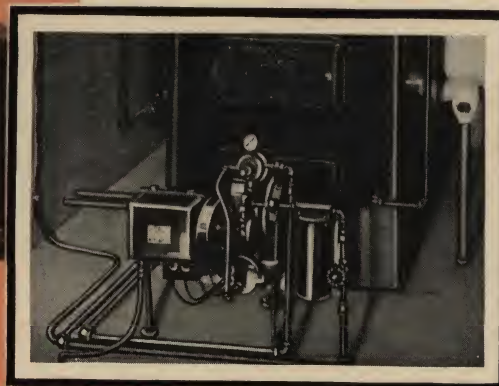
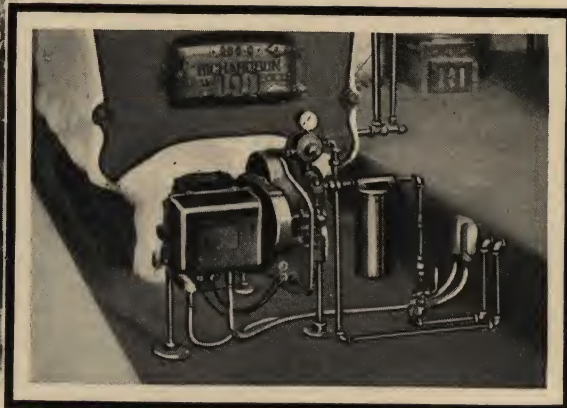
*Have I an accurate idea of the investment required today for good oil heat? Of actual heating costs?*

Installation and ownership of the magnificent “805” *Kleen-Heet*—which is definitely a de luxe oil burner—actually involves less investment, either immediately or in total, than the purchase of a low cost car. A very small amount down, if you so desire, puts the burner in—and the balance is handled on an extremely reasonable monthly basis. This is also, doubtless, true of other good automatic burners—or should be. Actual cost of heating your home will probably be about what you pay for coal heat. It certainly will not be materially increased, and may even be decreased. The big point is that you will get a great deal more comfort and enjoyment





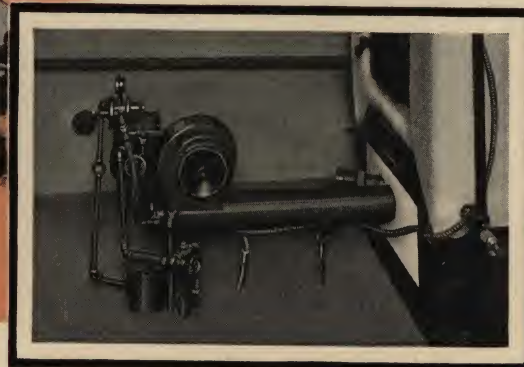
*Kleen-Heated* residence of J. S. CLEMENT, 301 Meeting House Road, Jenkintown, Pennsylvania.



Fair Oaks residence of E. C. STEFFENS, president, Maas & Steffens Furniture Co.



Field House and Restaurant, Forest Park, St. Louis—*Kleen-Heated*.





from each dollar spent for fuel. This is true of all good automatic oil heat—which is simply a more modern method of heating modern homes and not, primarily, a money-saving scheme.

*Is some other time of year better than NOW, for considering oil heat?*

We do not know during what season of this year you will be reading these words. Most installations of *Kleen-Heet* oil burners are made during the summer months—for what reason, frankly, we do not know. A great many are made in the early Spring—when winter coal-supplies are running low and people are simply too “fed up” with coal heat to consider buying still more of it. Lots of them are made during late Fall—when the first cool days call for heat, if rooms are to be really comfortable, and when people balk at the mess and bother of building furnace-fires daily.

But note this: installations of *Kleen-Heet* burners are being made, all over America, every working day during every winter! No interruption in comfort is involved, even in cold weather. Our men do all the preliminary work, and the final switch from coal-age methods to this modern heat is accomplished before rooms have a chance to grow cold.

We do not see that it matters *when* you happen to be reading this—as far as finding out, seriously, whether or not you would be wise to have good oil heat.

*What ought I do first, to make a good thorough investigation of oil heat?*

1. Call in your local *Kleen-Heet* specialists, and let them take a look at your furnace or boiler.
2. Ask them for the names of local *Kleen-Heet* owners with whom you can get in touch by telephone or personal call, for first-hand information.
3. Ask, if you do not know, for the names of other good oil heating equipment—so that you can study and compare them all.
4. Find out how long the various makes of equipment have been successful—in heating homes throughout the country.
5. Get definite figures on the costs of installations, complete: how much down; how much a month.



6. Ask your local *Kleen-Heet* men any questions at all, about any phase of oil heating. You will receive perfectly honest, unbiased answers—based upon years of successful experience. The *Kleen-Heet* policy is to help the home-owner get facts—rather than to exercise what has become known as “high pressure” salesmanship. We sincerely believe that you will not go far wrong with any good modern oil heating equipment. “Forcing” methods are neither needed nor tolerated in winning people to *Kleen-Heet*.

*Can I start this investigation at once?*

Yes. Telephone right now to your local *Kleen-Heet* representatives. You will find the name and number on the back cover of this book. That will put your thinking into action in a prompt and sound way, without obligation of any kind.



Residence of A. W. SMITH, 10 Ridge Drive, Birmingham, with its modern *Kleen-Heet*

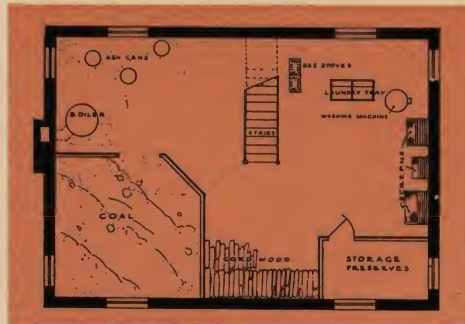


# SOME IDEAS ON BASEMENTS

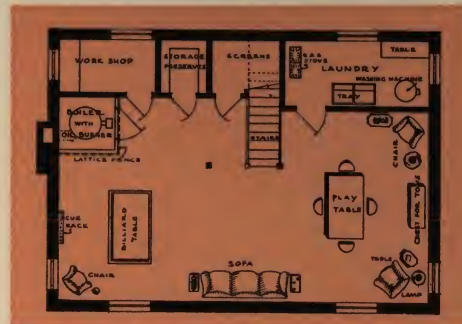
## Before and After MODERNIZING AT SMALL COST

Some of the most valuable space in your house is that in the basement. And some of the

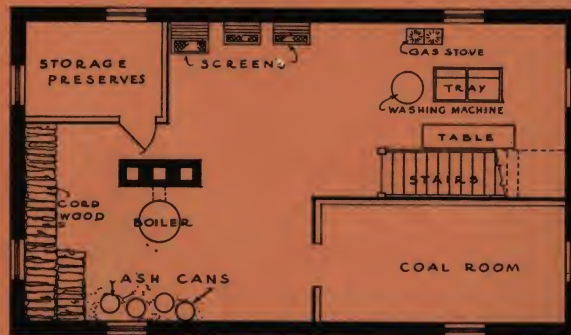
most useful space—if it is usable. This is one extra benefit of good oil heat: a clean, habitable, pleasant basement. These plans suggest how simple it is to modernize any basement, once oil heat ends the litter caused by coal heat. Three typical basements were studied in these "modernization plans" prepared by a well-known firm of Chicago architects.



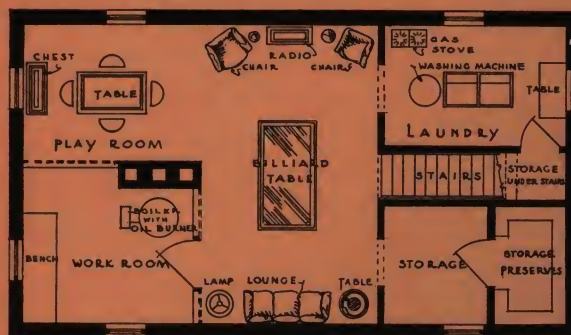
At the left, a typical almost-square basement filled with the litter of coal heat. At the right its modernization has been inexpensively carried out, with *Kleen-Heat*. Wall-board or other partitions have provided four practical work-rooms—leaving the major space free for recreation purposes. A very inexpensive lattice fence screens off the boiler and *Kleen-Heat* burner.



Right, center panel, below, we see the cellar shown in the upper part, transformed into a habitable, inviting part of the family's living quarters. Laundry, storage, and work shop, all neatly and inexpensively partitioned off. The rest of the space turned into a charming recreation room.

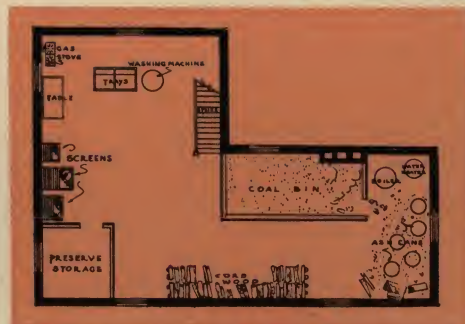
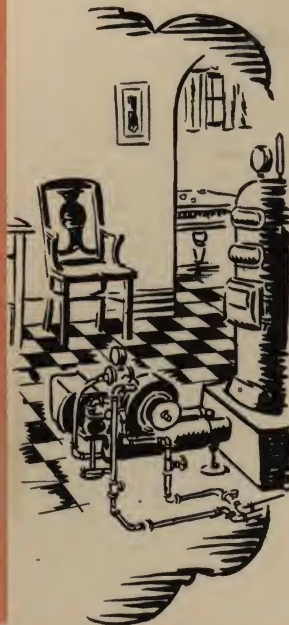


A. CELLAR - BEFORE



A. BASEMENT - AFTER

In top half of this center panel, left, we have the "before" condition of an average longer-than-wide cellar. You note that the fuel and litter of coal heat fills more than half of the available space. A well laid-out cellar, but unusable.



At the left a typical "L"-shaped cellar—devoured by coal, ashes, kindling, and other by-products of coal-heat. What space is left does not invite use. On the right, this same cellar turned into a pleasant, inviting space for work and recreation at very small cost. Note the golf-practice room, the tidy storage and work-space, and the charmingly modern recreation room.





850



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Handwritten text, possibly a signature or a list of names, written in a cursive script. The text is arranged in two lines, with the first line being longer than the second. The ink is dark and the handwriting is somewhat stylized.



